

Remarks

Summary of the Office Action

Claims 1-53 are pending in the application.

Claims 1-36 are rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter.

Claims 1-34 and 36-53 are rejected under 35 U.S.C. § 102(e) as being anticipated by Srinivasan et al. U.S. Patent No. 6,357,042 (hereinafter "Srinivasan").

Claim 35 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Srinivasan.

Summary Applicants' Reply

Applicants have amended claims 1, 2, 6, 7, 11-18, 20, 21, 25-33, 36, 37, 40, 41, 43, 45, 46, 48, 50, 51, and 53 to more particularly define the invention. Applicants have also cancelled claims 3-5, 19, 38, 39, 44, and 49 without prejudice. No new matter has been added and the amendments are fully supported and justified by the specification.

Reconsideration of this application in light of the following remarks is hereby respectfully requested.

Applicant's Reply to the Rejection of Claims 1-36 under 35 U.S.C. § 101

The Examiner rejected claims 1-36 under 35 U.S.C. § 101 because the claimed subject matter does not recite a limitation in the technical arts. Applicants respectfully traverse this rejection.

Applicants have amended independent claims 1, 18, 32, and 36 to include the feature of a computer processor in the body of the claims.

Accordingly, applicants respectfully request that rejection of claims 1-36 under 35 U.S.C. § 101 be withdrawn.

Applicants' Reply to the
Rejection of Claims 1-53

Claims 1-34 and 36-53 are rejected under 35 U.S.C. § 102(e) as being anticipated by Srinivasan. Claim 35 is rejected under 35 U.S.C. § 103(a) as being unpatentable over Srinivasan.

Amended independent claims 1 and 27 are directed towards a method and system for providing metadata-selected advertisements. Media containing at least one object and metadata is received and the object is displayed on a viewing device. The metadata is associated with the object and contains a description of the object. Upon receipt of a user selection of the displayed object, the metadata is processed, and an advertisement related to the object is selected based on the description contained in the metadata.

Amended independent claims 18, 32, 36, 43, 48, and 53 are directed towards methods and systems for providing metadata-selected advertisements. Media and metadata are received and the metadata is processed. The metadata is associated with the media and contains a description of the media. An advertisement related to the media is selected and displayed based on the description contained in the metadata. Independent claims 32 and 48 specify that the selected advertisement is downloaded based on the metadata. Independent claims 36 and 53 specify that the selected advertisement is monitored and data on the selected advertisement is collected and recorded.

Srinivasan refers to a method and apparatus for multiplexing separately-authored metadata for insertion into a video data stream. In one embodiment, Srinivasan refers to a personalized and interactive advertisement system. The interactive advertisement system "enabl[es] personalized video advertisements and data to be authored and delivered . . . to end users based on selected profile information originally provided by the end user." Srinivasan, col. 29, lines 10-14. In some embodiments, instead of sending advertisements directly to a user, an ad engine inserts internet addresses for advertisements into the video stream as metadata. The inserted metadata is then used to "pull the appropriate ad or ads from the appropriate destinations on the Internet." Id., col. 32, lines 22-40.

Applicants' approach for providing metadata-selected advertisements as defined by amended independent claims 1, 18, 32, 36, 37, 43, 48, and 53 is fundamentally different than Srinivasan.

As specified in applicants' independent claims 1, 18, 32, 36, 37, 43, 48, and 53, the metadata associated with the media (or object) contains descriptions of the media (or object). In contrast, Srinivasan refers to storing internet addresses for advertisements in the metadata and does not refer to storing descriptions of the media or object in the metadata.

Further, applicants' independent claims 1, 18, 32, 36, 37, 43, 48, and 53 also specify that an advertisement related to the media is selected based on the descriptions contained in the metadata. In contrast, in Srinivasan, advertisement selection is performed based on

user profile information, not descriptions contained in the metadata.

Thus, Srinivasan fails to show or suggest selecting an advertisement related to media (or object) based on a description of the media (or object) contained in the metadata as required by applicants amended independent claims 1, 18, 32, 36, 37, 43, 48, and 53.

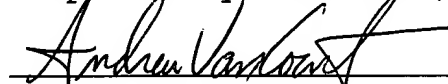
Accordingly, for at least this reason, applicants respectfully submit that the rejection of amended independent claims 1, 18, 32, 36, 37, 43, 48, and 53 should be withdrawn.

Applicants also submit that claims 2, 6-17, 20-31, 33-35, 40-42, 45-47, and 50-52 depend from amended independent claims 1, 18, 32, 36, 37, 43, 48, and 53, respectively, and are allowable at least because claims 1, 18, 32, 36, 37, 43, 48, and 53 are allowable.

Conclusion

For at least the reasons set forth above, applicants respectfully submit that this application is in condition for allowance. Reconsideration and prompt allowance of this application are respectfully requested.

Respectfully submitted,



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